| Sales | | Retail | |
|---|---|---|---|
| 1221 | | 1222 | |
| 1223 | | 1226 | |
| 1224 | | 1229 | |
| 1225 | | ROM | |
| 1226 | | PC | SC |
| 1229 | | MC | PA |
| 1240 | | | |
| 1244 | | RSM | RBM |

R.J. REYNOLDS TOBACCO COMPANY

FAX TRANSMITTAL SHEET

DATE: 9-26-95

# SHEETS: 2
(INCLUDING COVER SHEET)

TO: N.Y. Metro - 1210
Phila - 1310
Buffalo - 1610
Pittsburgh - 1710

FAX #:

FROM: Boston - 1110

MESSAGE: Please distribute to all appropriate personnel with Cumberland Farms.

Thanks

JLM.

| Sales | | Retail | |
|---|---|---|---|
| 1221 | | 1222 | 20, 21, 22 |
| (1222) | 5, 6, 8, 9 | 1223 | |
| 1223 | | (1226) | 25 |
| 1224 | | 1229 | |
| 1225 | | ROM | |
| (1226) | 4, 2 | PC | SC |
| 1229 | | (MC) | PA |
| (1240) | 61 | | |
| 1244 | | RSM | RBM |

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# CHAIN PROMOTIONAL INFORMATION

CHAIN NAME: CUMBERLAND FARMS

CID #: 0107-44-XX
0107-45-XX
0107-46-XX
0107-47-XX

PROMOTION TYPE: FORSYTH ALLIANCE

SUPPLIER:

DESCRIPTION: 20¢ OFF PER PACK - $2.00 OFF PER CARTON

BRANDS: MUSTANG FF 100, FF King, LT Box, FF Box, LT 100, Men LT 100

AUTHORIZED LOCATIONS: ALL STORES EXCEPT FLORIDA

TIMING: week of October 23rd until product sold through retail.

DISPLAY METHOD: Current Mustang pack and floor displays. Temporary displays as space permits.

ACTION REQUIRED: Advertising and price communication to supplement in store POS.
Cumberland Farms will be supplying advertising and in store POS for this promotion.

COMMENTS: A force distribution will take place the week of October 16 and then again the week of October 30th.
1st week force approximately 10 cartons assorted.
2nd week force approximately 100 cartons assorted.

AUTHORIZED BY: Al McKay

R.J.R. REP: J. L. Merusi

cc: Mitch McGovern - 1140
Steve Manos - 1140
Gary Hennessey - 1146
Audrey Evanchick - 1240

DIVISION:
PHONE:
FAX:

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